



Visitor Experience Officer

07/04/2026



Come and work with us

Avon Needs Trees (ANT) is a registered charity creating new, permanent woodland throughout the Bristol-Avon catchment to fight the climate and ecological emergencies.

We fundraise to buy land to create woodlands that will stand for generations, locking up carbon, boosting local biodiversity, and providing natural flood management as well as publicly accessible green space where appropriate.

ANT was founded in 2019 by environmentalist Nikki Jones and a small band of volunteers. They were concerned by how deforested our area had become and that no charity existed to buy land in our catchment to guarantee the permanence of new woodlands.

Since our formation in 2019, we have had two incredibly successful projects in Wiltshire, purchasing two sites of 47 acres, planting and caring for 22,000 native trees with the help of hundreds of volunteers from local and surrounding communities.

In 2023 we started planting Great Avon Wood; a ground-breaking partnership with the Forest of Avon Trust. With over 100 acres of land and 40,000 trees to plant and care for, this is our most ambitious project yet. We have also planted Ed Woods, our first Land Partnership venture, which means we are working with the site landowners to create permanent woodland.

We are now in the midst of turning the 420 acre Wick Farm into Lower Chew Forest, the biggest new woodland in the South West in a generation. We are also leading a Landscape Recovery Project across a wide area of the Chew Valley.

Our Values

Ambitious: Our people are nimble and take opportunities, take urgent action to tackle the climate and nature emergencies, are bold in our ambition and scale

Reasoned: We are thoughtful, ethical and reasoned in how we deliver our ambitions

Positive: We are optimistic about the future and our ability to shape it, meeting our mission and challenges with positivity

Working with us

- Flexible working with an employer with a proven record of sensitivity to range of personal circumstances and needs
- Hybrid working, based on a 35-hour (full time) working week
- 26 days leave per annum, plus bank holidays (all pro rata for part-time staff)
- Wellbeing and resilience focussed employer
- Paid leave for emergencies
- 24/7 free, impartial and confidential support service
- 24/7 free helpline with health professionals
- Pension scheme, with a 3% employer contribution
- Real Living Wage employer, as a minimum

Visitor Experience Officer

Reporting to: Head of Business Development

Hours of work: 0.8FTE (28 hours per week) to full time (35 hours per week) depending on your preference.

Duration: Fixed-term contract to March 2027.

Salary: £27,040 per year starting salary, with opportunities to receive performance related pay increases within this salary band over time.

Location: Flexible working between home, the Lower Chew landscape and central Bristol with travel across our catchment area.

Job Purpose

Your legacy will be a tangible impact on slowing down climate change, helping nature recover by overseeing and bringing out the best in both our people and our projects, enabling us to plant hundreds of thousands of trees and enhance complementary habitats. You will have management oversight of our woodland site and (subject to funding) a Lower Chew Landscape Recovery project that will see thousands of acres of local land managed in harmony with nature.

You will join a fast-growing organisation that started in 2019 with four volunteers and has grown to a staff team of twenty six, over 1,000 volunteers and ownership of 600 acres of land that will grow woodlands of over 160,000 trees.

We are looking for a versatile and enthusiastic public-facing team member to support the development, launch and operation of ANT's new commercial ventures - including plans to launch ecotourism, commercial rental offerings at Lower Chew Forest and carry out scoping of green burials - to start generating commercial income which can go back into supporting the charity's ongoing work.

This is a dynamic role that will involve supporting the successful launch and operation of new ventures through focusing on optimising and improving the experience of paying visitors to the site, taking into account all aspects of their journey with us - from hearing about us and booking to their actual visit, and onto aftercare and follow-ups to encourage repeat visits. As part of this, the role will also support the development of new branding and marketing materials and 'added value' extras that can enhance the visitor experience and generate additional revenue.

You will be joining a small but mighty team working hard to make exciting new ideas a reality and a success.

Main responsibilities

- Leading on ensuring excellent visitor experience, including facilitating bookings; fielding customer service needs, enquiries & issues (digital, on the phone and in person); identifying and solving or escalating issues; and tailoring our digital marketing and on-site offerings to ensure guest satisfaction
- Supporting with the development of new branding and marketing materials for commercial ventures as required, focusing initially on our new ecotourism offering at Lower Chew Forest
- Supporting the operational setup and smooth running of ecotourism at Lower Chew Forest, for example through researching possible operational approaches, systems and tools, making recommendations and supporting their implementation and smooth running
- Researching, proposing and implementing ancillary offerings for guests (such as experiences, events and memorial items) which both add value to their experience and

generate additional revenue for the charity, and forming the partnerships to deliver them - including working alongside our fundraising team

- Collecting, collating and analysing visitor data - such as reviews, feedback, spend and engagement with our various offerings - and reporting on these with recommendations to management and trustees
- Supporting a small but busy and growing Business Development team flexibly as needs change - for example by supporting the development of new ventures such as biochar production, or the scoping of emerging commercial opportunities across the Lower Chew Valley and beyond
- Work with the wider Avon Needs Trees team to help build a resilient, multi-site charity with a flourishing commercial arm, undertaking other work necessary to pursue our aims
- As with all Avon Needs Trees roles, contributing to grant writing and fundraising activities
- Other duties and opportunities as required

Working relationships and expectations

- You will be part of the Commercial Team reporting to the Head of Business Development
- Hybrid working between home, our office (currently on Lower Castle Street, Bristol) and our sites in the Lower Chew Valley (near Hustrete), with the expectation of being present in our office or on site more than half the days on the typical week
- Occasional evening and weekend working will be required but this is not a substantial feature of your role
- Our staff maintain an appropriate level of confidentiality, professionalism and discretion at all times
- Our staff comply with organisational policies, procedures, and guidance, and external regulations and laws.

Person Specification

Essential / desirable	Specification
Essential	Passion and commitment to addressing the climate and nature emergencies in general (and woodland creation in particular)
	Ambitious and positive about exploring new ventures, generating new ideas and developing new commercial offerings that offer both an excellent customer experience and provide income to support the charity's wider work
	Strong communication skills with a warm public-facing approach, and experience working directly with the public in a customer service setting
	Excellent people and conflict management skills
	Good project management skills and experience working with external partners, contractors, agencies and/or operational staff - in a public-facing tourism or other setting
	Ability to thrive in a multidisciplinary role with a range of responsibilities as part of a small, dynamic team
Desirable	Experience in the development, setup or operational management of commercial activities - in particular in the tourism or ecotourism sectors

	Experience creating, deploying and managing digital marketing - in particular within the tourism or ecotourism sectors
	Experience of operational management, including HR, health & safety, and safeguarding - ideally in a public/outdoor environment
	Strong working knowledge and experience of data management and analysis, IT administration and cyber security

How to apply

Application deadline: Sunday 10th May 2026 at 11pm

Interview date: Tuesday 19th & Wednesday 20th May

Start date: TBC - As soon as possible

To apply please complete an application by clicking [the link here](#) before the deadline above

If you have any concerns or issues completing the application please email: contact@avonneedstrees.org.uk. Please include the job title "Visitor Experience Officer" in the subject line of your email.

Our commitment to equality and equity

We would be grateful if you could also complete our [equal opportunities monitoring form](#). This is used for internally monitoring the diversity of applicants to our roles. Your answers will be anonymous and not be connected with your application, or seen by anyone involved in the decision-making process.

Your application will have all personal details redacted before being assessed by our short-listing panel.

As a Disability Confident employer, we will offer an interview to disabled candidates who meet the essential criteria for the role.

To address any diversity gaps in our team we will also offer an interview to candidates who meet the essential criteria and are from under-represented groups. At this time this applies to those from Black, Asian and minority ethnic groups.

Avon Needs Trees is a Living Wage and Disability Confident accredited employer, and a supporter of the West of England Good Employment Charter. We especially welcome applications from under-represented groups.